Participants: Howard Reingold, Evy Pine, Robert Rossney, Patricia Dilucia, Jennifer Avian, Janey Fritchey, Maurice Weitman, Jon McIntire, Bruce Katz, Cliff Figallo, Claudia Stroud
Facilitator: Kathleen Shuler

6/24/92 notes
Host/Owner meeting

PROPOSED AGENDA:
1. prep for meeting : intros
   agenda
2. discussion: what is the well?
3. identify key issues
4. Next Steps: possible resolutions
   follow-up

<u>What is Well?</u>
Initially: tool to create.....
Now: Well= ongoing entity independent of parts.
Well= congregation
survived technological decay
Customers= product
= marketers
= community
= consultants
Well essential part of lives
has documented history/growth=historical documents
Users are active, broad based -- extend own community
Users also inclusive of many different people-- problems bastion of freedom wellspring creative outlet and creative stimulus. Important way of doing business and need reliability: membership resp; organize events, crisis communicate
well=channel and vehicle
= creative, informed information, esp. when forward action
time transcended, logistics change
Computers= communications (2 way)
Potential of well-- community
Info/communications= manipulated in all other media
Will 1m on Well - next political party?
Well as business - enable vs. create community?

Well = business
= on- line culture
well as business not in control of culture, but important to understand "felt entity."

Historically: hands- off approach and "Father" left: perceived threat to "felt entity"
Bruce: basic hands-off approach but discovered problems... occurred during tremendous growth.

Potential
Well = self-correcting
= real info
= force for democracy
= a force for the positive
Well cornerstone for emerging multi media technologies
Future: no particular agenda to be imposed by owner
Well exists/enables users to carry out their agendas = fundamental

Issues-- Immediate:
1. Possible options: re-pricing
"no growth", etc.
Assumptions:10,000 users within 12-18 months until system has to be changed.

2. Communications:
User-hosts-staff-owners
-- way decisions communicated
-- "Micro-managing" by users-- responses by staff
Well infrastructure permits users to add capabilities--need mechanism to respond - acknowledge input, advise of problems.
Clear, immediate recognition of user problems/ideas
How are decisions communicated--users
--ex. rate increases and connection to actual costs of services.
--Where did owners see Well going?
Clearer direction communicated and clear explanation of problems.
Access to decision making-- decision not made in vacuum.
Model: product=customer
Guidelines re on- line participation by board/staff
The customer is always right.

3. Decision making recognizing-
1. how to get customers in door
2. how to get them to produce product.
-opportunities for input
-- input recognized/vehicle provided
-- doesn't equal micro managing by users

Solutions: cust. service orientation, ongoing meetings users; online projects conference, 1 staff trolling on-line activity for ideas, 1 staff processing user ideas, trouble ticketing; Town Hall meeting; real face to face; user representation on board; focus groups reporting back to users (to involve non-bay area users, supplement "Focus Groups" with invited people of special expertise/vision, continue retreats, women on The Board.

4. Well goes down: poisons the culture?
expected result of problems-- users producing complaints rather than products.
Solutions are taking time--
Technology 5 problems this month.
Password files, users access, credit card script,--better than past.

Next Issues
Rate change
Communications
Level of service
On line communications
Guidelines (inc. flaming)
Technical decline
Growth

Next Steps:
1. This group communicates to users - a) the nature of this meeting and b) about the Sept meeting
2. Follow up Sept. meeting with group of 12: 4 reps. from this group and 4 new (solicit names - pick names from a hat.); 4 from management/Bd. including Jon and Bruce.
3. GM (mo) agreed to study-- (a) online conferences with editing function - 5 pages given to Board prior to meetings.
(b) trouble ticket project--(c) online projects status reports.
4. Owner will make a recommendation re town meetings for mutual education.

Issues (tabled):
Communications
Customer service
Rates
Technology
Growth

Board representation
Focus Groups

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Board and Staff		Scenario Planning	Matisse is working with staff. Scenarios sent to all board members. no response yet.	

WHO	WHEN	ACTION ITEM	STATUS	NOTES
		Digests / editors		

Duplicate

WHO	WHEN	ACTION ITEM	STATUS	NOTES
		Presidio proposal	?	

WHO	WHEN	ACTION ITEM	STATUS	NOTES
		Phone Lines		What is the problem with Berkely phone lines? Do we have a special relationship with PacBell? Are we paying too much for office lines - need 800 numbers?

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Claudia	8/92	Plan for next hosts meeting in September		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Marketing		Promote the Well as a wide area network for companies with 5 to 50 people		for example, David Graham is interested.

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Gail		New hosts/new conferences		Gail initiated idea of comping some guest experts. CS thinks we need to build our conference content

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Elliot		Resurrect Board conference on the Well; get directors to check in weekly at the least.		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
D Gault		New office space		D Gault volunteered to look around; note that phone lines should be a consideration - Corta

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Claudia	September	Schedule date for next Board meeting		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		Customer Service - consider plan to extend hours		How are you handling downtime on weekends. who is responsible?

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		Policy of free month if system crashes when a user is online??		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	8/1/92	Internet connection complete		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		How are we going to market the Internet connection.		Press releases were contemplated. Do we have enough disk storage and other capacity?

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Marketing		Market to groups - American Field Service 100,000 members; Sierra Club		Have to have capacity first

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	October	Accounting package		Prepare specs and determine cost. System should include: way to determine conference participation, marketing info such as profession, demographics, time that they use the Well.

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	July	Add more disks now. Don't wait til the fall.		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		Simple tech improvements - air conditioning U.P.S.	mo called to let us know that he's just going to put in a second wall unit - less than 2,000 - instead of the 4,400 - that guy was not a good contractor. and the 4,400 system would not	

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	Long	Conferencing software to be re-written - new interface		should we make this a contest with 5,000 prize, whoever comes up with best looking interface.

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	Long	Editors for the Well. presenting a synopsis of hot topics.		

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		Develop new front-ends for Mac and Dos		Also, per Howard, could use "meeters and greeters". people who help out new arrivals.

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	No hurry	Review free accounts		We are giving away a huge amount of time. 20% of revenues?

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	August	Face-to-face meeting with users every two months		Consider how to meet people on east coast. Fly some of them here?

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	September	Charges for customer service		Shouldn't we be charging for special set up charges for private conferences, corporate accounts, etc.

WHO	WHEN	ACTION ITEM	STATUS	NOTES
	Long	Develop "shadow" media conferences		Have people discuss what they find behind the news in specific publications - e.g. NY Times, WS Journal, etc.

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		Bozo filter		decided at retreat we should just try this on a few conferences, for a few days - be experimental.....

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo		On-line tutorial	Pete Hanson is working on.	What is status? May we see and test before this is published?

WHO	WHEN	ACTION ITEM	STATUS	NOTES
Mo	8/30/92	Report on how much "headroom" we have with the Sequent.		